



## DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town  
CHARTERED 1749 INCORPORATED 1961

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### MEMORANDUM

TO: Mayor and Town Council

FROM: Cydney Neville, Director of Community Services

DATE: November 5, 2012

RE: Monthly Department of Community Services Update

#### Priorities:

- 38<sup>th</sup> Annual Christmas-Holiday Parade
- Christmas Tree Lighting
- Dumfries Cares-Anticipating Request for Funds Option

#### **Farmers Market**

The Farmer's Market came to a close on Saturday, October 27, 2012. The Community Services Department looks forward to continuing the market next year, beginning in April 13, 2013 and ending in August 31, 2013! We would like to thank all of the vendors who participated in this year's pilot market, and look forward to growing the market next year! There will be plans to have next year's market SNAP accessible, so EBT cards can be used to purchase fresh produce.

#### **38<sup>th</sup> Annual Christmas-Holiday Parade**

Plans are underway for the Town's 38<sup>th</sup> Christmas Holiday Parade! The parade is set for Saturday, December 8<sup>th</sup> at 1pm. The Grand Marshall will be past Town Mayors, the theme is "Christmas Past, Present and Future!" Quantico Marine Corps Band is officially on board to perform in our parade. Flyers and advertisements for the parade have been distributed throughout the community using various forms of media to include: InsideNova.com, News & Messenger, Potomac Local, Prince William Living, Prince William Edition of the Washington Post Calendar, Quantico Live, community calendars, social networking, mass mailings, etc. Applications are coming in daily!

This year's parade will feature a celebration towards the end. The location will be in the far end of the Dumfries Shopping Center and will consist of a DJ in the "Showmobile" playing family and holiday music. There will be special seating for the Council and judges of the parade...and of course, Santa-who will be available for pictures. Winners will be announced in this area, towards the end of the celebration.

## **Christmas Tree Lighting**

The Christmas Tree Lighting will be a fun way to lead the community in spreading holiday cheer! The event will be held on Saturday, December 1<sup>st</sup> in Garrison. The upcoming newsletter will provide a link to the Community Services tab on the Town website, which will have a downloadable ornament that families will be able to print and have children decorate ornaments that will be placed on the Town's tree. In addition, families are welcome to bring an ornament to hang on the tree. Beginning at 5pm, the tree will be decorated by the community, followed by the lighting of the tree, caroling, and holiday themed poetry/story readings.

This event will follow the theme of the parade, so we will have a few guests at this event dressed in colonial attire, as well as our modern Santa!

## **Grants**

We have received 1/4 of the funding for *Dumfries Cares*! The positions of Program Assistant and Program Intern will be advertised this week, and we will move forward with the objectives set forth by the grant within the upcoming weeks.

There will be an Open House for the "Dumfries Learning Center" and *Dumfries Cares* in December TBD.

The Department of Community Services has received \$5,500 in grant funding from the Dumfries Walmart to support our Market and Health Initiative! Funds provided will: cover the Market Manager, help to advertise the weekly nutritional option in the community, provide funding for the Grand Opening, nutritious educational materials for youth who attend, provide pedometers for a walking program, and bags to give to the first 100 visitors!

## **ON-GOING ITEMS:**

### **Senior Luncheon**

The September Senior Luncheon was held on Friday, October 19<sup>th</sup>. Seniors had the opportunity to fellowship with one another and meet some of the Town Council candidates.

The next Senior Luncheon will be held on Friday, November 16<sup>th</sup>.

### **English as a Second Language**

The ESOL classes are still going strong, thanks to the partnership with the Literacy Volunteers of America-Prince William County. Mrs. Sonia Hoehn has been doing an exceptional job as our volunteer teacher for this class, and is a pleasure to work with. (No change)

### **Building a Presence for the Town of Dumfries**

Building a Presence is a community engagement and awareness campaign that will help to create a presence and rekindle relationships within the Town, for citizens and those in surrounding communities. The goal of Building a Presence is that by the end of the next fiscal year, it will be expected for citizens and those in surrounding areas to look to Dumfries first when it comes to: finding family friendly activities, festivals to enjoy, community service events and programs. This will be an ongoing campaign, and if successful, all of our events will be well attended, and citizens will be well aware of what the Town of Dumfries has to offer.

In the spirit of putting Dumfries First, with the implementation of *Dumfries Cares*, our Town will be unique in being one of the few, if not the only, Town in Virginia to offer a mentoring program for its youth! The implementation of the mentoring program, in addition to the Summer Youth Employment Program, makes the Town of Dumfries is a trailblazer in investing in the future of our youngest citizens!

## **Community Partnerships**

- Literacy Volunteers of America-Prince William County-ESL classes (<https://sites.google.com/site/litvolpw/>)
- Virginia Cooperative Extension-PWC-Parenting classes, 4-H resource, nutrition resource (<http://offices.ext.vt.edu/prince-william/>)
- Big Sis & Company- ([www.bigsisandcompany.net](http://www.bigsisandcompany.net)) This company is focused on domestic violence prevention. Their CEO was a guest speaker at the Town's Black History Month Celebration! They will be hosting a few domestic violence prevention programs in the community center.
- Sonia Hoehn-ESL Instructor, but has also donated children's books.
- Pillar Church-Movies on the Lawn, volunteers. (<http://www.pillardumfries.com/>)
- Weems Botts/Historic Dumfries-Mrs. Baron has given presentations at some of our Senior Luncheon's and was also a guest speaker at the Town's Black History Month Celebration. ([www.historicdumfries.com](http://www.historicdumfries.com)). She works diligently with our SYEP Participants on Fridays as well.